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WM BELT

SCHAUBER'S
Strawberry Plants
1910

George R. Schauber,

LOCAL AND LONG
DISTANCE PHONES

Ballston Lake, N. Y.

The Outlook



NEW tools at hand; an era that will take the farmer and fruit grower to heights of success that we cannot now realize; provided he will cut loose from old practices and traditions and meet twentieth century conditions with twentieth century ideas and methods. I feel this is a positive fact and that we are on the eve of a general prosperity, offering special opportunities to wide-awake tillers of the soil.

It is with these hopeful views I greet the customers of past seasons and the many whose good will I hope to gain this year by so filling their first orders that they will join the list of regulars.

May unqualified success attend you all in 1910. Many old customers have come back so often that I consider them as friends and trust they will consider this greeting as a cordial handshake and an assurance that their orders will receive the same careful attention as heretofore.

Many of those who gave me an order the first year I started in the business come back so regularly year after year that I now look for them as I look for the blue-birds and robins, knowing they will surely come before the season is far advanced if life and health is still spared them.

THERE IS A REASON

for this return of old customers. It is not because my prices are low. Neither have I any hypnotic influence over them. They come back because: they get good value for their money; plants that will at once push into vigorous growth and develop mature and healthy fruiting crowns; plants that will at fruiting time produce berries that will

FIT THE LABELS.

The dullness of the past two years is over and will soon be forgotten. The consumption of fruits during that period of depression held up remarkably, and now that the wage earner is making good money with a very bright prospect ahead, the fruit habit he has already contracted will grow upon him and the

DEMAND

for good strawberries will be heavy at paying prices, and for fancy berries heavier, with better prices. Growers, I believe, will realize that now is the time to set plants to meet this demand for fruit, and the call for plants will be heavier than ever before. Despite the fact that there are complaints of a

SHORTAGE OF PLANTS

I have a fine lot of very fine plants in most of the popular standard varieties. I have from year to year procured the most promising of the new introductions and tested them beside standard varieties under as nearly the same conditions as possible. Only after they have proved of decided merit have I propagated them to offer in large numbers. My test bed for next seasons fruiting contains over

250 VARIETIES

and although I will list a much smaller number this year, a complete list with prices per dozen will be sent those interested and making special request for same.

And now just a word in regard to

PRICES.

I am aware that many growers offer plants at a lower figure, and I am perfectly willing they should, as they supply a class of customers I never cater to, and the best evidence I have that my plants are worth all I ask for them is the return of old customers year after year. This really

TELLS THE STORY

better than I could in a whole volume. Many regret at fruiting time the few dollars they saved, or thought they saved, at time of setting.

A friend who grows fancy berries, some years ago ordered plants of the variety he knew he wanted, to produce fruit for the trade he had built up with his choice berries. About one-fifth proved true to name and the balance were so worthless that he never picked them. He suffered

A DEAD LOSS

of from \$350.00 to \$400.00, through the plants being untrue to name. Can you afford to give that land such a thorough fitting, fertilize heavily, give the best of care for more than a year and then risk all by starting with anything but the best plants?

Culture



SOIL naturally retentive of moisture, well drained and full of humus and available plant food is ideal for strawberry growing; but any soil that will produce good crops of grain will grow profitable crops of strawberries. Manure liberally with well rotted manure or commercial fertilizer. The latter can be most easily and evenly applied with a grain drill before setting the plants.

The ideal way to prepare for strawberries is to grow cultivated crops for two years, manuring heavily and keeping entirely free from weeds; and sowing rye in the fall to be plowed under in the spring. The rye will gather available plant food late in the fall and cover the ground during the winter, adding humus when turned under in the spring. The great trouble with most soils today is a lack of humus. Plow as early in spring as the soil will turn up in good condition and harrow until you think you have an ideal garden bed, then harrow as much more, and if the soil is sandy and loose in character roll until firm and compact. If the soil is inclined to be heavy roll lightly.

The field can now be marked very lightly or plants can be set by line. Supposing the tops of plants have already been properly trimmed, as they should be when you receive them, shorten the roots, leaving them three to four inches long. Dip in water and protect from wind and sun until in the ground. I use diamond splint market baskets lined with paper and with a hood over one-half the top, the handle holding up hood so plants are easily reached. This hood is kept toward wind and sun and the plants are protected from both. I have found that a flat steel dibble four inches wide gives most uniformly good results in setting. Mine are made by a local blacksmith and are much superior to the flat dibles found on the market.

And now comes the important operation of setting. Many good plants die every year through improper and careless setting. Examine a strawberry plant and you will find it has no stem or trunk, but that there is but a fraction of an inch within which the surface of the ground should come. If set a little too shallow or too deep the plant will either die or grow only half heartedly. Press the dibble in the ground where plant should be placed, a little deeper than roots of plant will reach, then push away from you and withdraw. While making the hole with the dibble reach into the basket with left hand and grasping a plant give it a quick jerk, straightening the roots out in flat fan shape. Drop the roots in the hole and if they have a tendency to stick to the sides and turn up, they can be straightened in place by thrusting the dibble gently into the hole beside them. Hold the crown in just the right relation to the surface and placing the point of the dibble about three inches away from the farther side of the opening, thrust it in the ground at such an angle that the point will cut into the bottom of the hole. Then draw the top firmly toward you and the earth will be brought firmly in contact with the roots through their entire length. Many make the mistake of packing the earth solidly around the upper part of the roots, while the lower ends are left dangling in a hole to dry out and die.

It has taken some time to describe this method of setting but considering that it is in setting that so many make irreparable mistakes I have thought it worth while to go into details.

Cultivate as soon as possible after setting and keep cultivating once a week or after every rain throughout the growing season. Keep earth around plants loose with hoe or rake and never let a crust form around the plants or anywhere in the field for that matter. Keep blossoms picked off and remove runners up to July first. This will give the plant a chance to become strong and vigorous and the new plants then made will be much larger and better. If thorough cultivation and hoeing is kept up weeds will not have much of a chance as they are very easily killed while small but let them get a start, through neglect, and you may wish yourself in another business.

The distance for setting will depend on the system you adopt. For matted rows set in rows three and a half feet apart and from eighteen to thirty inches in the row, depending on the plant making ability of the variety. For hedge row, set plants thirty by thirty inches and cultivate both ways up to the first of July, after which place plants where desired and continue the cultivation one way. After the desired number of plants required to make the hedge row have set, all other runners should be removed. For hill system set plants twelve to fifteen inches apart each way depending on the vigor and habit of the variety, leaving a space two to two and one-half feet wide between every three rows to give room for pickers.

If you desire to produce uniformly fancy fruit either the hedge row or hill system should be adopted. These systems can be fruited several years with profit. After extra preparation of the ground, high fertilizing, the setting of the best plants to be had and a full seasons care, do not risk them through the winter without a mulch. Clean straw or coarse strawy manure is obtainable everywhere and should always be used as insurance to the crop.

With first class plants and above methods success is assured.

Read Carefully Before Ordering

If of one variety; six plants at dozen rates; fifty at hundred rates; five hundred at thousand rates.

In prices quoted on dozens and hundreds plants are delivered free. Thousand prices by express at purchaser's expense.

TERMS--Cash in full with order or will book orders if one fourth amount of order accompanies same as a guarantee of good faith. Balance to be sent before shipment. Remit by Money Order or Registered Letter.

DISCOUNT--To encourage early orders; I will on orders received before April 1, with cash in full, allow a cash discount of 10 per cent.

I could fill a page, giving good reasons why it is to your advantage to order early if I should go into details, but suffice to say I believe you will realize it is to your interest, and act accordingly.

GUARANTEE TRUE TO NAME--I am very careful that plants shall be true to name and have never had reports of any proving otherwise, but should a mistake occur it is mutually agreed that I will not be held responsible for more than amount received for plants.

If you do not understand any point clearly or if I have left out the information you are looking for, write plainly what you wish to know and I will answer as fully as time will permit. Remember I have much more time for this in March than later.

When ordering please send the addresses of friends that are INTERESTED in strawberries.

My motto is--So treat a customer that he will become a friend.

Varieties marked (P) have pistillate blossoms and will not fruit unless planted near staminate or perfect blossoming varieties, which are marked (S); but when so planted are the heaviest yielders.

	Express				Express		
	Prepaid	not paid			Prepaid	not paid	
	12	100	1000		12	100	1000
Abington S.....	.30	1.00	5.50	Lovett S.....	.40	1.25	6.00
Aroma S.....	.30	1.00	5.50	Magnus P.....	1.00		
Barton's Eclipse P.....	.30	1.00	5.00	Marie P.....	.30	1.00	
Beder Wood S.....	.30	1.00	5.00	Marshall S.....	.50	1.50	6.00
Bradley S.....	.30	1.00	5.00	Mead S.....	.30	1.00	5.50
Brandywine S.....	.40	1.25	6.00	Michel's Early S.....	.30	1.00	5.00
Bubach P.....	.40	1.25	6.00	Mrs. Fisher P.....	.50	1.50	10.00
Cardinal P.....	.30	1.00	5.00	Mrs. Miller P.....	.40	1.25	
Carrie Silvers P.....	.40	1.25	7.00	Nettie P.....	.40	1.25	6.00
Challenge S.....	.40	1.25		New York S.....	.40	1.25	6.00
Chas. Downing S.....	.40	1.25		Oswego S.....	.40	1.25	6.00
Climax S.....	.30	1.00	5.00	Parker Earl S.....	.50	2.00	
Clyde S.....	.40	1.25	6.00	Parsons Beauty S.....	.30	1.00	5.00
Colossus P.....	.40	1.25	6.00	Paul Jones P.....	.50	2.00	
Columbia P.....	.40	1.25	6.00	Perfection S.....	.40	1.25	
Commander S.....	.30	1.00	5.00	Pocomoke S.....	.40	1.25	
Commonwealth S.....	.30	1.00		Prof. Fisher S.....	.50	1.50	10.00
Dickey S.....	.30	1.00	5.50	Prolific S.....	1.00		
Early Hathaway S.....	.30	1.00		Quality S.....	1.00		
Ekey S.....	.30	1.00	5.50	Ridgeway S.....	.40	1.25	6.00
Eldorado S.....	.30	1.00	5.00	Sample P.....	.40	1.25	5.50
Fendall S.....	.50	2.00		Saratoga S.....	.40	1.25	6.00
Gandy S.....	.30	1.00	6.00	Sen. Dunlap S.....	.40	1.25	6.00
Glen Mary S.....	.40	1.25	6.00	Sharpless S.....	.40	1.25	7.00
Good Luck S.....	.30	1.00	5.50	Splendid S.....	.30	1.00	5.00
Great Scott P.....	.40	1.50	7.00	St. Louis S.....	.50	1.50	
Haverland P.....	.30	1.00	5.00	Steven's Late S.....	.40	1.25	6.00
Heffin P.....	.40	1.25		Superior S.....	.50	1.50	
Helen Gould P.....	.50	2.00		Tennessee Prolific S.....	.30	1.00	5.00
Highland P.....	.50	1.50	7.00	Uncle Jim S.....	.40	1.25	6.00
Hunn P.....	.40	1.25		Virginia P.....	.50	1.50	
Jessie S.....	.40	1.25		Warfield P.....	.30	1.00	5.00
Joe S.....	.40	1.25		Wm. Belt S.....	.40	1.25	6.00
Klondike S.....	.40	1.25		Wonder S.....	.40	1.25	6.00
Latest P.....	.50	1.50	10.00	World's Wonder S.....	.40	1.25	



Varieties



SPACE will not permit descriptions of all varieties listed, so I have decided to describe briefly some of the newer varieties and a few of the older ones. I will mention still more briefly the older varieties that have come to be known as standard. Michel's Early is the most popular extra early in this section. Following this in season come Sen. Dunlap, Beder Wood, Warfield and Lovett, all strong growers, hardy, ripening over a long season and productive. Then come the mid-season varieties: Climax, Bubach, the old standard for size, vigor and productiveness, Marshall, the berry of quality, Haverland, Glen Mary, Clyde, Sample, Splendid, Uncle Jim and Sharpless, all too well known to need further praise. Later come Brandywine, Aroma, Stevens Late, Gandy and Nettie. All the above mentioned berries are favorites commercially in some sections.

ABINGTON—Midseason. This berry was introduced as a perfect blossomed Sample. It is a strong, vigorous grower, has a large blossom, strong in pollen and the fruit is large, good color and fair quality. It is a little earlier than Sample, and to my taste better in quality.

BARTON'S ECLIPSE—Midseason. Not a new variety but its vigor, productiveness and size make it worthy of trial. Berries are attractive in appearance but are sometimes double.

BRADLEY—Late Midseason. Very strong and vigorous in growth and productive. Berries large, color good but quality below medium.

CARDINAL—Midseason. Plants large and healthy, makes runners freely. In some sections it is becoming very popular. The fruit is borne in large clusters and is firm, fine in color and of good quality.

CARRIE SILVERS—Midseason. Plants healthy and productive. Fruit large, attractive, glossy, firm, pleasant acid, good to very good quality.

CHAS. DOWNING—Midseason. Not fruited here so will have to quote description. "Plant vigorous and productive. Fruit large, conical, regular; scarlet, firm, juicy, sweet, rich."

COLUMBIA—Late. Makes plants freely. Very vigorous and healthy in growth. Productive. The New York Agricultural Experiment Station report it as "one of the most promising kinds" and describe fruit as follows: "Fruit large, often very large, wedge to roundish conic, attractive, glossy, light scarlet. Flesh well colored, firm, agreeably acid, pleasant flavor, good to very good in quality. Retains size well as season advances. Desirable in size, color and shape. Flesh characters good." Worthy of trial by every grower.

COMMANDER—A good grower, vigorous and productive. Fruit large to medium, medium in color and only fair in quality.

DICKEY—Late Midseason. A vigorous, healthy grower. Berries large, firm and good quality. First berries are inclined to be slightly ribbed, but later they lose this roughness.

EKEY—Early Midseason. Makes a medium number of good sized plants. Fruit large, very long, conical in shape, dark and rather unattractive in color, fairly good quality.

FENDALL—All my plants were dug for setting last year, so will have to quote from the originator's description: "The plant is strong and vigorous, clean and healthy. The berries are perfect beauties, rich in color, smooth and glossy, with long stems and very large, exceedingly showy caps. They are as large as any other variety grown. The length of season is remarkable. In 1907 fine berries were picked from the Fendall from the 2nd of June to the 10th of July."

GOOD LUCK—Late. Very vigorous, healthy, fairly productive. Resembles Stevens Late in both plant and fruit. Fruit large roundish conic to blunt wedge, firm and attractive in color. Quality fair to good. Promising.

HELEN GOULD—Midseason. Plants strong and vigorous. Fruit large and attractive in shape and color. Quality good. It is one of the most promising new varieties here.

HIGHLAND—Midseason. Large and healthy in plant and makes runners freely. Very productive. Fruit large, fine in shape and color and fair in quality. Its one fault is a lack of firmness but it is firm enough for local markets. If you could have seen this in fruit last season you would certainly try it.

HUNN—Very late. Plants strong and vigorous with but one fault. That is it is quite susceptible to fungi some seasons. Fruit large, dark in color, quality good. Productive. Later than Gandy.

LATEST—Late. Plants large and thrifty, but this variety makes so few runners that it is necessarily higher in price than most varieties. Fruit large, conical, with first berries flat, attractive in appearance when first picked, but is not firm enough for shipment. Quality good.

MAGNUS—Midseason. This variety originated on the grounds of the New York State Experiment Station in 1899 and was sent out in 1908, the only variety saved and named out of 255 seedlings raised from a cross of Hunn by Marshall. Can not do better than quote part of the Station description: "Plants numerous, medium to above in height, productive. Fruit above medium to very large, retains its size well as season advances, roundish conic to slightly elongated and with pointed apex, very dark scarlet, showing Hunn blood, variable in color unless well ripened. Firm, juicy, mildly acid, good to very good flavor and quality. When well colored this variety ranked among the very best in size, attractiveness and quality. Its variable color is somewhat against it as a berry for the market." I fruited it in a small way last season and found it a handsome berry that would come under the head of fancy. Worth of trial.

MEAD—Late Midseason. Vigorous and very productive. Fruit large to medium, roundish conic, attractive dark glossy scarlet, fairly firm, good quality.

MRS. FISHER—Late. Not fruited here, but the originator says: "A very healthy plant bearing very large berries and for the home market we do not know of a better berry."

OSWEGO—Midseason. Plants strong and vigorous. Fruit very similar to New York and Uncle Jim but lighter in color than the former. Is becoming popular in some sections.

PARSON'S BEAUTY—Midseason. A vigorous grower and very productive. Fruit is large, deep red and firm. Quality fair. A very popular market variety.

PROF. FISHER—Late to very late. Plants are among the very largest, vigorous and healthy. It makes so few plants that prices are necessarily higher than most varieties. Fruit large, surface of first berries slightly furrowed, color bright shiny scarlet, quality fair to good. A very attractive late berry and worthy of trial.

PROLIFIC—Midseason. This variety originated at the Geneva Experiment Station and is the only variety saved and named from a lot of thirty-one seedlings grown in 1899, after fruiting eight years. This lot of thirty-one seedlings were grown from a cross of Sample by Marshall. This variety was sent out in 1908 and I will quote part of the description. "Plants very numerous, vigorous, unusually productive, yielding on the station grounds as high as 14,502 quarts per acre. Fruit very large to above medium, retains size well as season advances, roundish conic to blunt wedge, attractive bright scarlet. Flesh firm, fairly good color at center, agreeably acid and of good flavor and quality. On account of its vigor, the great productiveness of its plants, and the attractiveness of the large well colored berries, this variety gives promise of taking front rank among standard commercial strawberries." After fruiting it one season under very close observation I can indorse all that is quoted above. I believe, from the one seasons fruiting, this variety combines more good qualities with fewer faults than any of over 250 varieties tested here during the past five years. My supply of plants is limited so am offering only by the dozen as I intend to plant quite heavily of this variety myself.

QUALITY—Late. Another variety from the Geneva Station. Selected from a lot of 197 seedlings of Hunn by Atlantic after an eight year trial. As grown here it is anything but good in quality. It may develop higher quality under different conditions.

SARATOGA—Midseason. Originated in 1903 within four miles of here and I helped introduce it in 1907. It resulted from a cross between Glen Mary and Sample. Plants are vigorous and productive. Fruit large to medium, blunt wedge shape to roundish, attractive scarlet, firm, quality good. Under ordinary culture it has yielded at the rate of 5,918 quarts per acre at one picking. It is proving its value in many States, North, South, East and West, and may do as well for you. One grower of fancy berries in New Jersey writes: "Saratoga, from all indications is going to crowd out its parent, the Glen Mary, as fruited on my grounds the past season;" and this man is on ideal Glen Mary soil. The price is now within the reach of all.

WM. BELT—Midseason. Plants large, vigorous and healthy, with the exception that some seasons in some localities it rusts badly. The cut on first page is from a photograph of this variety and is truly representative. The first picking gives many large coxcombed berries like the two largest in illustration, but the bulk of the crop is like the large berry underneath them. It covers a long season and brings all its berries to full development. Note the natural development of the small berries just set. In quality it is one of the very best. It has a long blooming season and is a good pollenizer. It is productive and a leading market variety in many sections.

WONDER—Midseason. A very strong healthy grower and productive. Fruit large, handsome and good quality. This berry like many of the new introductions is of the Jessie type in plant and fruit but it is the best one of the lot. It is certainly a good one.

